

Business models thinking

**ECTS** : 3

**Description du contenu de l'enseignement :**

Presentation of business model approaches

Analysis of existing business models

Proposition of innovative and sustainable business models

**Compétence à acquérir :**

Understanding the business model approach and being able de propose innovative business models in the fashion industry

**Mode de contrôle des connaissances :**

Group work (100%)

**Document susceptible de mise à jour - 04/04/2026**

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